

**art.com** *inc.*

**2100 Powell Street, 13<sup>th</sup> Floor  
Emeryville, CA 94608**

October 18, 2007

Office of the Attorney General  
Consumer Protection and Antitrust Bureau  
33 Capitol Street  
Concord, New Hampshire 03301

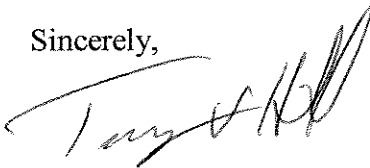
Dear Sir or Madam:

We are writing to notify you about an incident that we recently learned about that occurred on or about October 7, 2007 that potentially affects personal information relating to individuals.

The security breach involved unauthorized access to credit card numbers used in transactions on certain Art.com websites. Our investigation revealed that a computer hacker is believed to have accessed names and credit card account numbers for transactions made on our websites on September 1, 2007 and September 2, 2007. Fifty-five (55) New Hampshire residents were potentially affected. We plan to notify potentially affected individuals by October 18, 2007.

Please contact me at 510-879-4717 if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Terry Hill", with a stylized flourish at the end.

Terry Hill  
Vice President of Human Resources of Art.com, Inc.

art.com *inc.*

2100 Powell Street, 13<sup>th</sup> Floor  
Emeryville, CA 94608

October \_\_, 2007

[Addressee]

[Address 1]

[Address 2]

**Possible Compromise of Your Credit Card Number**

Dear [Name]:

Art.com, Inc., which operates the websites in the attached list, has learned of a security breach on one or more of those websites. When we became aware of this last week, we immediately began an investigation which has now revealed that a computer hacker accessed names and credit card account numbers for transactions made on the websites on September 1, 2007 and September 2, 2007.

We value our customers tremendously, and we understand how important your security is to you. This is why we acted to notify you as quickly as possible after becoming aware of this security breach last week. We have also taken steps to ensure, to the best of our ability, that unauthorized access to our customers' credit card information won't happen again.

We are notifying you of this potential problem so you can take steps to protect yourself from the possibility of identity theft as a result of these events.

To protect yourself from the possibility of abuse of your account, we recommend that you determine which credit card you used in a transaction with us and then immediately contact the card issuer and close the account or monitor it for fraudulent activity. When you contact the card issuer, tell them that your account may have been compromised.

We also recommend that you place a fraud alert on your credit report. A fraud alert lets creditors know to contact you before new accounts are opened. You can call any one of the three credit reporting agencies at the numbers below. This will let you automatically, and free of charge, place fraud alerts.

Equifax  
800-525-6285

Experian  
888-397-3742

Trans Union  
800-680-7289


If you see anything on your credit reports that you do not understand, call the credit agency at the telephone number on the report. If you do find suspicious activity on your credit reports, call your local police or sheriff's office and file a police activity report of identity theft. Get a copy of the police report. You may need to give copies of the police report to creditors to clear up your records.

Even if you do not find any signs of fraud on your reports, we recommend that you check your credit report every three months for the next year by calling one of the numbers above to order your reports in addition to keeping the fraud alert in place.

For more information we suggest that you visit the web site of the California Office of Privacy Protection at [www.privacy.ca.gov](http://www.privacy.ca.gov) or contact the Federal Trade Commission at (877) 438-4338 or [www.consumer.gov/idtheft/](http://www.consumer.gov/idtheft/).

We regret any inconvenience this may cause you. And again I want to assure you that we are doing everything we can to ensure that something like this does not happen again.

Sincerely,

A handwritten signature in black ink that reads "Michael Heinstein". The signature is written in a cursive style with a large, stylized "M" and "H".

Michael Heinstein, Chief Executive Officer  
Art.com, Inc.